MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BTM3614 – TECHNOLOGY MANAGEMENT

(All sections / Groups)

17 OCTOBER 2019
9:00 A.M. – 12:00 P.M.
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages with **FIVE (5)** questions only.
2. Attempt **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION 1

a) Give **FOUR (4)** individual characteristics that encourage innovation.

(8 marks)

b) Based on Porter's Five-Forces Model Plus, explain what complementors are and give **FOUR (4)** characteristics that can influence the power of complementors.

(12 marks)

(Total: 20 marks)

QUESTION 2

a) CAMA is a multinational company which is currently in financial distress. Suggest a restructuring activity that you think can help CAMA in solving the problem and explain the consequences.

(9 marks)

b) Engagement is one of the elements of implementation during internal innovation. What is the objective of the engagement? Give **THREE (3)** common issues that the company might face during the engagement process.

(11 marks)

(Total: 20 marks)

QUESTION 3

a) For internal innovation, if a gap is identified between goals and performance during the evaluation and control process, then adjustments must be made within the organisation. Give **FOUR (4)** most common adjustments that may occur.

(8 marks)

b) What are the **FOUR (4)** possible ways of managing the company culture after merger or acquisition?

(12 marks)

(Total: 20 marks)

QUESTION 4

a) In developing plans for the acquisition of technology, there are several mistakes to avoid. List out any **FIVE (5)** of the mistakes that need to be avoided.

(10 marks)

Continued .....

b) There are five nonfinancial concerns that need special attention in the due diligence evaluation of the potential partner or merger/acquisition target. What are the **FIVE (5)** nonfinancial concerns?

(10 marks)

(Total: 20 marks)

QUESTION 5

a) The term intrapreneurial is used to describe entrepreneurial activities that occur within organisations. In evaluating the capability of a firm to enact these types of activities, four key resources need to be developed. Give and explain any **THREE (3)** of the key resources.

(6 marks)

b) Discuss the keys to successful organisational learning.

(4 marks)

c) In every organisation, information must be communicated to individuals for them to learn and apply the knowledge. Give any **TWO (2)** characteristics of communication processes in an organisation where learning is taking place.

(4 marks)

d) Nonaka and Takeuchi suggest people create knowledge through four different modes - socialisation, externalisation, combination, and internalisation. Differentiate between socialisation and combination.

(6 marks)

(Total: 20 marks)

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